AMENDMENT TO THE CLAIMS

Claims 1-22 (Canceled)

Claims 23-44 (cancel)

45.   (Currently Amended) A method of targeting content, comprising:

receiving multiple data streams at a client device with each data stream comprising a content item and at least one associated tag;

storing the multiple data streams in memory of the client device;

storing a user profile having at least one profile tag;

detecting an insertion event received from the memory;

transmitting content items from the memory to an analysis module that calculates calculating a score for each the content item by comparing the at least one associated tag to the user profile [[;]] and that compares comparing the score to a threshold score;

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation; and

selecting one of the multiple data streams having the score that satisfies the threshold score.

46.   (Original) The method of claim 45, further comprising defining the user profile based on usage.

47.   (Original) The method of claim 45, further comprising defining the user profile based on manual input.

48.   (Previously Presented) The method of claim 45, further comprising detecting a pattern in user selections and updating the user profile with the pattern.

49.   (Original) The method of claim 45, wherein evaluating the at least one tag comprises correlating the at least one tag to the at least one profile tag.

50.   (Cancel)

51.   (Original) The method of claim 45, further comprising filtering out unselected data streams.

52.   (Original) The method of claim 45, further comprising receiving a tag identifier associated with the at least one tag.

53.   (Original) The method of claim 45, wherein receiving the multiple data streams comprises receiving a classification associated with the at least one tag.

54.   (Cancel)

55.   (Original) The method of claim 45, further comprising causing presentation of the selected one of the multiple data streams.

56.   (Currently Amended) A system for targeting content, comprising:

        a processor communicating with memory;

        the processor receiving an internal insertion event for a content menu [[;]]

        the processor receiving multiple data streams, each data stream comprising a content item and at least one associated tag;

        the processor storing and organizing the multiple data streams in the memory as categories of advertising, games, and movies;

        the processor storing a user profile in the memory having at least one profile tag;

        the processor detecting an insertion event received from the memory;

the processor transmitting content items from the memory to an analysis module that calculates ~~the processor calculating~~ a score for each ~~the~~ content item by comparing the at least one associated tag to the user profile [[,]] and that compares ~~the processor comparing~~ the score to a threshold score;

when the score satisfies the threshold score, then the processor determines that the content item is appropriate for presentation;

the processor selecting one of the multiple data streams having the score that satisfies the threshold score; and

the processor ordering a graphical ~~the~~ content menu with content items having a highest probability of interest according to the user profile.

57.   (Original) The system of claim 56, further comprising means for defining the user profile based on usage.

58.   (Original) The system of claim 56, further comprising means for defining the user profile based on manual input.

59.   (Previously Presented) The system of claim 56, wherein the processor further detects a pattern in user selections and updating the user profile with the pattern.

60.   (Original) The system of claim 56, further comprising means for correlating the at least one tag to the at least one profile tag.

61.   (Cancel)

62.   (Original) The system of claim 56, further comprising means for filtering out unselected data streams.

63.   (Original) The system of claim 56, further comprising means for receiving a classification associated with the at least one tag.

64.   (Cancel)

65.   (Original) The system of claim 56, further comprising means for causing presentation of the selected one of the multiple data streams.

66.   (Currently Amended) A computer program product comprising a computer readable storage medium storing processor executable instructions for performing a method of targeting content, the method comprising:

receiving an internal insertion event for a content menu [[;]]

receiving multiple data streams, each data stream comprising a content item and at least one associated tag;

storing and organizing the multiple data streams in the memory as categories of advertising, games, and movies;

storing a user profile having at least one profile tag;

detecting an insertion event received from the memory;

transmitting content items from the memory to an analysis module that calculates calculating a score for each the content item by comparing the at least one associated tag to the user profile [[;]] and that compares comparing the score to a threshold score;

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation;

selecting one of the multiple data streams having the score that satisfies the threshold score;

ordering a the content menu with content items having a highest probability of interest according to the user profile; and

presenting a targeted content item when the targeted content item is associated with a zone improvement plan.